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| DATE: 03/29/88                    SALES INFORMATION SYSTEM                TIME: 11:00 |  
| SUBJECT: OPM ADVERTISING AND REMINDER                    SENDER: J. M. PISCITELLI |  
||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||  
JMP-137-88

TRUCKSTOPS OF AMERICA

RE: TOA CHAIN ID 1370-00-00

THE ABOVE CHAIN HAS A CORPORATE POLICY REGARDING THE ADVERTISING OF OTHER COMPANY'S CONTESTS/SWEEPSTAKES. THEY HAVE REQUESTED THAT THE FIRST QUARTER 1988 ADVERTISING, THAT IS IN THE OPM REMAIN, AND WE DO NOT PLACE ANY MILLIONAIRE CASH QUIZ OPM TRANSPARANCIES. IF ANY HAVE BEEN PLACED, PLEASE REMOVE IMMEDIATELY.

AS A REMINDER, THE INSTALLATION REPORTS (ATTACHMENT V) OF MY MARCH 4, LETTER IS DUE 3-31-88.

YOUR COOPERATION WITH THIS CHAIN IS APPRECIATED.

CORDIALLY,

J. M. PISCITELLI

JMP:TK

M-2

\*\*\* END OF MESSAGE \*\*\*

51849 9576

ATTACHMENT V

TRUCKSTOP MERCHANDISERS

RJR Division # 122802

Truckstop Name TRUCK STOPS OF AMERICA - RT #80, 44  
Columbia, N.J.

GM Signature M. J. Gau

Installation Date 4/23/88  
(Tentative date)

Once the RJR representative has completed the installation of the merchandising program, please fill out this survey and return to me by March 31, 1988.

Identify each merchandiser installed by profit center. If a carton rack was installed, identify how many cartons can fit on the rack (#rows).

Profit_Center	(PCD)		(1)		(CCD)				(2)		
	Counter_Display	YES	Carton_Rack	NO	Generic_Display	YES	Overhead_Rack	NO	Savings_Centre	YES	NO
Restaurant	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
			#rows								
Gen'l. Store	X	-----	-----	X	X	-----	X	-----	-----	-----	X
Gas/ Diesel Area	-----	-----	#rows	-----	-----	-----	-----	-----	-----	-----	-----
Snack Bar	-----	-----	#rows	-----	-----	-----	-----	-----	-----	-----	-----
Hotel	-----	-----	#rows	-----	-----	-----	-----	-----	-----	-----	-----
	-----	-----	#rows	-----	-----	-----	-----	-----	-----	-----	-----
	-----	-----	#rows	-----	-----	-----	-----	-----	-----	-----	-----
	-----	-----	#rows	-----	-----	-----	-----	-----	-----	-----	-----

(1) - Diagram of merchandiser (size, type) MUST be drawn on back and number of rows by company.

(2) - Indicate 3 or 7-wide

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